

Station WAVY-TV NORFOLK, VA. Agency ( ) CROSSROADS MEDIA Rep Firm  
Advertiser ( ) CROSSROADS GPS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office ( ) PHILADELPHIA  
Product Crossroads GPS ALEXANDRIA, VA 22314 Salesperson ( ) ANJIE BRADY  
Estimate# 737 Agency C/P1/P2/E 12/11/737 Salesperson Phone# 215-567-6005  
Buyer Stephanie Maroney Flight Dates 09/25/2012 - 10/01/2012 Salesperson FAX# 215-567-5938  
Phone# Hiatus Weeks  
Fax#

--- CONTRACT COMMENT ---

CLIENT: CROSSROADS GPS SC=\*

--- REMARKS ---

THIS IS A NEW ISSUE ORDER  
CONTRACT TOTAL IS \$39,850  
PLS CONFIRM ASAP  
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU	5A-6A	EARLY AM NEWS	:30	\$700.00	09/25-09/25	1	1	1	\$700.00	
	2	W	5A-6A	EARLY AM NEWS	:30	\$700.00	09/26-09/26	1	1	1	\$700.00	
	3	TH	5A-6A	EARLY AM NEWS	:30	\$700.00	09/27-09/27	1	1	1	\$700.00	
	4	F	5A-6A	EARLY AM NEWS	:30	\$700.00	09/28-09/28	1	1	1	\$700.00	
	5	M	5A-6A	EARLY AM NEWS	:30	\$700.00	10/01-10/01	1	1	1	\$700.00	
	16	TU	430A-5A	EARLY AM NEWS	:30	\$200.00	09/25-09/25	1	1	1	\$200.00	
	17	W	430A-5A	EARLY TODAY	:30	\$200.00	09/26-09/26	1	1	1	\$200.00	
	18	TH	430A-5A	EARLY TODAY	:30	\$200.00	09/27-09/27	1	1	1	\$200.00	
	21	SA	6A-7A	SATURDAY EARLY AM NEWS	:30	\$500.00	09/29-09/29	1	1	1	\$500.00	
	22	SA	7A-8A	SATURDAY AM NEWS	:30	\$800.00	09/29-09/29	1	1	1	\$800.00	
	23	SU	6A-7A	SUNDAY EARLY AM NEWS	:30	\$500.00	09/30-09/30	1	1	1	\$500.00	

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Flight Dates 09/25/2012 - 10/01/2012  
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	24	SU	7A-8A	SUNDAY AM NEWS	:30	\$800.00	09/30-09/30	1	1	1	\$800.00	
	25	SU	8A-9A	SUNDAY TODAY SHOW	:30	\$1,200.00	09/30-09/30	1	1	1	\$1,200.00	
	26	TU	9A-10A	TODAY SHOW 2	:30	\$500.00	09/25-09/25	1	1	1	\$500.00	
	27	W	9A-10A	TODAY SHOW 2	:30	\$500.00	09/26-09/26	1	1	1	\$500.00	
	28	TH	9A-10A	TODAY SHOW 2	:30	\$500.00	09/27-09/27	1	1	1	\$500.00	
	29	F	9A-10A	TODAY SHOW 2	:30	\$500.00	09/28-09/28	1	1	1	\$500.00	
	30	M	9A-10A	TODAY SHOW 2	:30	\$500.00	10/01-10/01	1	1	1	\$500.00	
	31	TU	10A-11A	TODAY SHOW 3	:30	\$400.00	09/25-09/25	1	1	1	\$400.00	
	32	W	10A-11A	TODAY SHOW 3	:30	\$400.00	09/26-09/26	1	1	1	\$400.00	
	33	TH	10A-11A	TODAY SHOW 3	:30	\$400.00	09/27-09/27	1	1	1	\$400.00	
	34	F	10A-11A	TODAY SHOW 3	:30	\$400.00	09/28-09/28	1	1	1	\$400.00	
	35	M	10A-11A	TODAY SHOW 3	:30	\$400.00	10/01-10/01	1	1	1	\$400.00	
	36	TU	11A-12P	HAMPTON ROADS SHOW	:30	\$200.00	09/25-09/25	1	1	1	\$200.00	
	37	W	11A-12P	HAMPTON ROADS SHOW	:30	\$200.00	09/26-09/26	1	1	1	\$200.00	
	38	TH	11A-12P	HAMPTON ROADS SHOW	:30	\$200.00	09/27-09/27	1	1	1	\$200.00	
	39	F	11A-12P	HAMPTON ROADS SHOW	:30	\$200.00	09/28-09/28	1	1	1	\$200.00	
	40	M	11A-12P	HAMPTON ROADS SHOW	:30	\$200.00	10/01-10/01	1	1	1	\$200.00	

Rep Order# 6847419 Ver# 1 Status New Traffic Order# Printed: 08/31/2012 8:34 AM 3 of 6

EC'd Yes Last Received: 08/29/2012 2:06 PM Showing Buylines: All Lines

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	41	TU	12P-1P	NOON NEWS	:30	\$300.00	09/25-09/25	1	1	1	\$300.00	
	42	W	12P-1P	NOON NEWS	:30	\$300.00	09/26-09/26	1	1	1	\$300.00	
	44	F	12P-1P	NOON NEWS	:30	\$300.00	09/28-09/28	1	1	1	\$300.00	
	45	M	12P-1P	NOON NEWS	:30	\$300.00	10/01-10/01	1	1	1	\$300.00	
	46	TU	1P-2P	DAYS OF OUR LIVES	:30	\$350.00	09/25-09/25	1	1	1	\$350.00	
	47	W	1P-2P	DAYS OF OUR LIVES	:30	\$350.00	09/26-09/26	1	1	1	\$350.00	
	48	TH	1P-2P	DAYS OF OUR LIVES	:30	\$350.00	09/27-09/27	1	1	1	\$350.00	
	49	F	1P-2P	DAYS OF OUR LIVES	:30	\$350.00	09/28-09/28	1	1	1	\$350.00	
	50	M	1P-2P	DAYS OF OUR LIVES	:30	\$350.00	10/01-10/01	1	1	1	\$350.00	
	51	TU	2P-3P	THE DOCTORS	:30	\$200.00	09/25-09/25	1	1	1	\$200.00	
	52	W	2P-3P	THE DOCTORS	:30	\$200.00	09/26-09/26	1	1	1	\$200.00	
	53	TH	2P-3P	THE DOCTORS	:30	\$200.00	09/27-09/27	1	1	1	\$200.00	
	54	F	2P-3P	THE DOCTORS	:30	\$200.00	09/28-09/28	1	1	1	\$200.00	
	55	M	2P-3P	THE DOCTORS	:30	\$200.00	10/01-10/01	1	1	1	\$200.00	
	56	TU	3P-4P	MAURY POVICH	:30	\$450.00	09/25-09/25	1	1	1	\$450.00	
	57	W	3P-4P	MAURY POVICH	:30	\$450.00	09/26-09/26	1	1	1	\$450.00	

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	58	TH	3P-4P	MAURY POVICH	:30	\$450.00	09/27-09/27	1	1	1	\$450.00	
	59	F	3P-4P	MAURY POVICH	:30	\$450.00	09/28-09/28	1	1	1	\$450.00	
	60	M	3P-4P	MAURY POVICH	:30	\$450.00	10/01-10/01	1	1	1	\$450.00	
	61	TU	4P-5P	ANDERSON COOPER	:30	\$450.00	09/25-09/25	1	1	1	\$450.00	
	62	W	4P-5P	ANDERSON COOPER	:30	\$450.00	09/26-09/26	1	1	1	\$450.00	
	63	TH	4P-5P	ANDERSON COOPER	:30	\$450.00	09/27-09/27	1	1	1	\$450.00	
	64	F	4P-5P	ANDERSON COOPER	:30	\$450.00	09/28-09/28	1	1	1	\$450.00	
	65	M	4P-5P	ANDERSON COOPER	:30	\$450.00	10/01-10/01	1	1	1	\$450.00	
	67	W	5P-530P	5PM NEWS	:30	\$1,800.00	09/26-09/26	1	1	1	\$1,800.00	
	69	F	5P-530P	5PM NEWS	:30	\$1,800.00	09/28-09/28	1	1	1	\$1,800.00	
	71	TU	530P-6P	530PM NEWS	:30	\$1,800.00	09/25-09/25	1	1	1	\$1,800.00	
	73	TH	530P-6P	530PM NEWS	:30	\$1,800.00	09/27-09/27	1	1	1	\$1,800.00	
	75	M	530P-6P	530PM NEWS	:30	\$1,800.00	10/01-10/01	1	1	1	\$1,800.00	
	85	TH	730P-8P	THE INSIDER	:30	\$1,500.00	09/27-09/27	1	1	1	\$1,500.00	
	86	F	730P-8P	THE INSIDER	:30	\$1,500.00	09/28-09/28	1	1	1	\$1,500.00	
	90	TH	11P-1135P	LATE NEWS	:30	\$2,000.00	09/27-09/27	1	1	1	\$2,000.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	93	TU	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	09/25-09/25	1	1	1	\$500.00	
	94	W	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	09/26-09/26	1	1	1	\$500.00	
	95	TH	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	09/27-09/27	1	1	1	\$500.00	
	96	F	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	09/28-09/28	1	1	1	\$500.00	
	97	M	1135P-1235A	TJHE TONIGHT SHOW	:30	\$500.00	10/01-10/01	1	1	1	\$500.00	
	98	W	730P-8P	THE INSIDER	:30	\$1,500.00	09/26-09/26	1	1	1	\$1,500.00	

---REPORT TOTALS---

Report Totals: 66 / \$39,850.00

---SALES MONTHLY TOTALS---

Sep 12: 55 / \$34,000.00 Oct 12: 11 / \$5,850.00  
Sales Totals: 66 / \$39,850.00  
Station Totals: 66 / \$39,850.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$142,321	CATV 0%	WAVY 28%	WGNT 0%	WPXV 0%	WTKR 42%
		WTVZ 1%	WVBT 5%	WVEC 24%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

EC'd Yes    Last Received: 08/29/2012 2:06 PM    Showing Buylines: All Lines

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Demos RA35+

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--- CREDIT RISK ---  
CASH IN ADVANCE